

OCA PRESENTS

Pathways to Practice 2011

**Ontario's
Premier
Event**

for Chiropractors
and Office Staff

**Pathways to Practice promises to provide the tools
you need to help put you on the path to success.**



The Ontario Chiropractic Association's professional development day

OCTOBER 1ST, 2011

at the InterContinental Toronto Centre



President's message

On behalf of the OCA, I look forward to welcoming each of you to Ontario's premier event for the chiropractic profession, Pathways to Practice, the Ontario Chiropractic Association's professional development day.

This year's event, taking place Saturday, Oct. 1, 2011 at the InterContinental Toronto Centre, offers a dynamic program that addresses the topics that matter most to our members.

We strive for excellence in helping our members build strong, successful practices to best serve the needs of their patients, and this year the OCA's professional development event features speakers who are talented leaders in their fields. Each will offer information and inspiration to help you enhance your practice in all areas. Topics covered include reshaping the health care system, a practical review of MRI, CT and ultrasound imaging, an overview of primary health care models including chiropractic opportunities and the latest developments in understanding social media and how to optimize your clinic's online presence.

Also this year, your office team members are invited to CHA-specific training sessions, including a presentation on developing excellent communications skills to deliver successful results in team building and providing exceptional patient service. As well, sessions to help your team get the most out of the HCAI application and also learning about responsibilities and boundaries in the chiropractic office. Your office staff can also gain insights into the practice of chiropractic by attending any of our regular sessions.

Between taking in the varied sessions on the professional development program and visiting our tradeshow there will be plenty to keep you engaged, and entertained, at this year's event.

I also encourage each of our members to also take some time to join us for the OCA's Annual General Meeting, also taking place at the InterContinental Toronto Centre. The AGM kicks off with a complimentary member luncheon at 12:30 p.m. on Saturday, Oct. 1st. Our special guest speaker will be Dr. Joshua Tepper, former Assistant Deputy Minister responsible for Ontario's Health Human Resources Strategy.



Dr. David Brunarski, President

There can be no overstating the importance of member involvement in the OCA and the AGM is an excellent opportunity to share your views and offer feedback to the volunteers who make up the OCA Board. You can also take an active part in determining the future leadership of the OCA by casting your vote in our Board Election before September 23rd.

Lastly, we hope you will join us for a memorable closing reception, take the time to renew acquaintances with your peers and make new connections among fellow chiropractors throughout Ontario, and Canada.

We look forward to seeing you there!

A handwritten signature in dark ink, appearing to read 'D. Brunarski'.

Dr. David Brunarski,
President

Pathways to Practice 2011 highlights:

- Gain an understanding of the various models of primary health care including potential opportunities for chiropractic involvement across the models.
- Attend a Practical Review of MRI, CT and Ultrasound Imaging.
- Explore recent and ongoing changes to the health care system.
- Learn to increase your knowledge in using HCAI application with Viivi Riis.
- Develop a greater Understanding of Social Media and How to Optimize Your Clinic's Online Presence.
- Ensure Your Practice is Ready for the AODA. Learn how to achieve compliance for Accessibility Standards for Customer Service.
- Explore an intimate tradeshow, featuring professional exhibitors, showcasing the newest products and services for chiropractic professionals.
- Attend CHA sessions that provide communication strategies to improve patient service; learn about responsibilities and boundaries in the chiropractic office.

2011 PROFESSIONAL DEVELOPMENT DAY PLANNING COMMITTEE

Dr. Ken Brough
Dr. Dennis Mizel
Dr. David Orchard
Dr. Kristina Peterson
Dr. Dinos Tsolakidis
Dr. Bob Haig (OCA)
Nathalie Plourde (OCA)

Professional Development Program

Event highlights

Onsite Tradeshow

Delegates can explore an intimate tradeshow, featuring professional exhibitors who will be showcasing the newest products and services for chiropractic professionals.

Grand Prize Draw

This year's grand prize will be drawn at the event on Saturday, Oct. 1, during the closing reception; ***you must be there to win.***

OCA Annual General Meeting



AGM Saturday, Oct. 1

OCA's Annual General Meeting takes place Saturday, Oct. 1, in conjunction with Pathways to Practice 2011. The AGM kicks off with a complimentary member luncheon. We encourage members to share their views and offer feedback directly to the OCA Board of Directors, during a question session at the end of the meeting.



Insurance

Meloche Monnex

TD Insurance Meloche Monnex has created a unique program for members of the Ontario Chiropractic Association, offering auto, home, travel and small business insurance.

Take advantage of preferred group rates and exceptional client service with Canada's leading provider of group home and auto insurance services.

Visit TD Insurance Meloche Monnex at www.melochemonnex.com/oca for all your insurance solutions.

Closing Reception

Closing Reception in Tradeshow — As part of your professional development day registration, we invite you to join us for our closing reception. The reception features a selection of cocktails and hors d'oeuvres and provides attendees with time to network with peers and explore the tradeshow. Event draw prize winners will also be announced at the reception.

Sponsorship

CANADIAN
CHIROPRACTOR

www.canadianchiropractor.ca

OFFICIAL MEDIA SPONSOR

Canadian Chiropractor is an independent publication written predominantly by chiropractors. Articles focus on clinical practice, practice management, personal development and business. *Canadian Chiropractor* strives to spearhead progress in chiropractic health care, to offer a forum for the discussion of new ideas and to promote chiropractic awareness and understanding. *Canadian Chiropractor* is proud to be the official media sponsor of Pathways to Practice 2011, and to be the publisher of the event's official show guide. Visit *Canadian Chiropractor* at www.canadianchiropractor.ca.

Saturday, Oct. 1, 2011

Professional Development Program

TRACK 1**Chiropractic Professional Knowledge**
DC RECOMMENDED**TRACK 2****Office Professional Knowledge**
CHA RECOMMENDED**TRACK 3****Technology Professional Knowledge**
DC & CHA RECOMMENDED

8 a.m.

Registration & Networking (lower level)

8:30 a.m.

Tradeshow Opens - Visit several professional tradeshow exhibitors — Ballroom A (lower level)9 a.m. to
10:30 a.m.**T1 – 1****Reshaping the Health Care System****TBA**

The health care system in which we all work is in a state of crisis and change. Hear first hand from one of Ontario's leading health policy and health system experts what's happening, what's driving change, where things are going, and how it will affect your practice.

The session will close with a Q&A period.

T2 – 1**Communication Tools for the Chiropractic Health Assistant (CHA)****Liz Pridham, OCA Software Support Representative**

This session is designed to increase confidence and improve the effectiveness of the chiropractic health assistant. Good communication skills are essential when dealing with your patients, your health care professionals and co-workers and all of your external contacts. Learn simple ideas, tools, techniques and phrases are discussed that can be incorporated into the daily routine to maximize personal interactions. Making people feel good and doing it sincerely should be automatic.

T3 – 1**Patient Management Software HCAI Interface Effectiveness****Lauren James, Manager, Software Support & Development**

This session is for PMP users who are, or would like to use the PMP HCAI interface for creating and sending OCF forms to HCAI. The session covers PMP setup, creating OCF forms in PMP, codes, and using the HCAI interface.

The session will close with a Q&A period.

10:30 – 11 a.m.

Refreshment Break in Tradeshow11 a.m. to
12:30 p.m.**T1 – 2****Practical Review of MRI, CT and Ultrasound****Dr. Dominic Rosso, Director of Neurointerventional and MRI Imaging, Trillium Health Centre**

This presentation will discuss the basic physics, and practical clinical applications of MRI, CT and Ultrasound imaging. A review of the current advancements and how these are impacting the care of patients will be given.

The session will close with a Q&A period.

T2 – 2**Is Your Practice Ready for the AODA? Be prepared for the Accessibility Standards for Customer Service****Melissa Magder, Director of Diversity, HR & Intercultural Training at proLearning innovations**

The deadline for complying with the *Accessibility Standards for Customer Service* is Jan. 1/12. The Standard applies to all Ontario businesses that have more than one employee and provides goods or services to the public or to other businesses. This interactive seminar outlines: What the AODA is and how it applies to small businesses, what your practice must do to ensure compliance with the Standard, how the legislation will be enforced and penalties for non-compliance, how to achieve compliance timely and cost-effectively, and the Integrated Accessibility Standards – What's new and what's next.

T3 – 2**Understanding Social Media and How to Optimize Your Clinic's Online Presence****Ed Lee, Director of Social Media, Radar DDB**

This session explores social media "best practices" for chiropractors. Learn to build strategies for maintaining a high level of professionalism, patient needs, raising not only the chiropractor's profile but also that of the profession while ensuring CCO standards are met.

- Introduction to social media (Facebook, Twitter, You Tube etc.)
- Understanding social media within health care.
- Things to avoid, regulatory considerations.
- How to promote yourself and chiropractic in professional manner.

The session will close with a Q&A period.

12:30 – 2 p.m.

OCA Annual General Meeting & Members' Luncheon

12:30 – 2 p.m.

CHA Luncheon

Saturday, Oct. 1, 2011

Professional Development Program

TRACK 1**Chiropractic Professional Knowledge**
DC RECOMMENDED**T1 – 3****Primary Health Care Models 101:
Chiropractic Opportunities – Part 1****Peter Brown, Senior Policy Analyst,
Ontario Medical Association****Andrea Endicott, Ontario Chiropractic
Association**

Gain an understanding of the various models of primary health care. Potential opportunities for chiropractic involvement across the models, including:

- Family Health Organizations (FHO)
- Family Health Teams (FHT)
- Community Health Centres (CHC)

In addition, an introduction to physician compensation models will be provided. This will assist chiropractors to identify opportunities for chiropractic collaboration. Q&A period to follow this introduction and will continue into Part 2.

2 p.m. to
3:30 p.m.**TRACK 2****Office Professional Knowledge**
CHA RECOMMENDED**T2 – 3****HCAI — Getting the Most out of the
Application****Viivi Riis, HCAI Senior Health Analyst**

Increase your knowledge in using the HCAI application in the following areas:

- Advanced features; SEARCH utility and Facility reports.
- Injury & Intervention Coding (find the right code.)
- Preparing plans/invoices for treatment services including session codes & assessments.
- Working with and referring to other service providers in and outside your practice.

The session will close with a Q&A period.

TRACK 3**Technology Professional Knowledge**
DC & CHA RECOMMENDED**T3 – 3****ChiroWrite: Simplified Documenting
of Patient Records****Roger Gooden, President, Softworx
Solution & Creator of ChiroWrite**

This overview of ChiroWrite demonstrates how you can produce detailed documentation quickly on every patient visit using ChiroWrite's point and click-style interface. You will learn how to complete SOAP notes and examinations by starting with a new patient and building on that foundation. The demonstration will examine various ways ChiroWrite can be customized and also discuss the advantages of using touch screen monitors vs. Tablet PCs and standard desktops/laptops. You will see how ChiroWrite can effectively replace your paper charts. The session will close with a Q&A period.

3:30 – 4 p.m.

Refreshment Break in Tradeshow**T1 – 4****Primary Health Care Models 101:
Chiropractic Opportunities – Part 2****Dr. Craig Bauman**
Dr. Murray Townsend
Dr. Rosty Serebryany

Collaborative models involving chiropractic care are currently in place in a number of primary health care teams. Although not funded, these collaborative models include: chiropractors who practice within the FHT, utilize the electronic medical records (EMR), and participate in shared care and patient education. Both the health professionals and patients benefit from having chiropractors as part of collaborative team-based care. This follow up session to "Primary Health Care Models 101" showcases specific chiropractors working in these models. The session will close with a panel discussion and Q&A.

4 p.m. to
5:30 p.m.**T2 – 4****Communication and Boundaries for the
Chiropractic Health Assistant****Dr. Frazer Smith**

Have you ever wondered how much patient information you are allowed to give out to a third party? Do you understand your obligations under the health privacy legislation? Is a CHA able to witness consent? Can a CHA take an x-ray or recommend a patient use ice? If you have ever wondered the answer to any of these questions then this presentation is for you. CHAs will learn the tips and tools they need to understand their responsibilities and boundaries in the chiropractic office. Dr. Smith will cover consent, privacy legislation, communication, delegation, and more in this interactive seminar that will provide confidence for the CHA. The session will close with a Q&A period.



5:30 – 6 p.m.

Closing Reception in Tradeshow — As part of your professional development day registration, we invite you to join us for our closing reception. The reception features a selection of cocktails and hors d'oeuvres and provides attendees with time to network with peers and explore the tradeshow. Event draw prize winners will also be announced at the reception.

Professional Development Program

Speakers

**Dr. Craig Bauman**

Dr. Craig Bauman graduated from CMCC in 1990. He has been working with the Centre for Family Medicine Family Health Team in Kitchener (CFFM) since 2006. More recently, he has been appointed the Project manager of the CFFM Mobility Clinic. In addition, Dr. Bauman is the Examiner for the WSIB Regional Evaluation

Centre at Grand River Hospital and is an Adjunct professor of the Department of Family Medicine at McMaster University. Dr. Bauman is a member of the McMaster Chiropractic Working Group for research.

**Peter Brown**
Senior Policy Analyst, OMA

Peter Brown is a Senior Policy Analyst at the Ontario Medical Association (OMA), where he works with Ontario's family doctors in the development of primary health care policy. For ten years he has supported the development of public and health policy for government, a

major health care charity and Ontario's doctors. Currently his policy development work is focused on patients' transition of care, quality in primary health care and access in the family practice setting. He also provides advice and support to family doctors interested in joining or switching between Ontario's primary care patient enrolment models.

**Andrea Endicott, Health Policy Analyst, OCA**

Andrea Endicott joined the OCA team in 2010, filling the newly created position of Health Policy Analyst. She is responsible for providing broad and specialist policy analysis and stakeholder engagement on issues key to the health care sector. She leads research and policy analysis projects in several areas

including financial health modeling and innovative models of care. Following completion of her law degree (LL.B), she completed her Masters of Public Policy, Administration and Law.

**Roger Gooden, Softworx Solutions**

Roger Gooden is the president of Softworx Solutions, the creators of ChiroWrite SOAP notes software. With over 20 years of software experience, he has created software solutions that have provided positive results to customers around the world. He studied computer programming at Seneca College and

business administration at York University.

In 2003, Roger and his partners formed Softworx Solutions to create ChiroWrite. With a mission to create a system that is easy to use while meeting the many demands of a chiropractic practice, ChiroWrite was born and launched to the public officially in March 2006.

**Lauren James**
Manager, Software Support and Development

Lauren has been with the OCA since 1999 on the PMP Support Line and conducting PMP training sessions. Previous to her employment with the OCA, Lauren worked in chiropractic offices as a CHA, office manager and consultant. Currently, Lauren combines her

practical experience and professional knowledge as Manager of PMP and software development.

**Melissa Magder, Director, Diversity, HR & Intercultural Training at proLearning innovations**

Melissa Magder is the Director of Diversity, HR and Intercultural Training at *proLearning innovations*, a leading organization specializing in Accessibility for Ontarians with Disabilities Act (AODA) compliance. Over the past year, Melissa has led numerous, very popular AODA

workshops across the province. Drawing on her significant AODA expertise, she has helped many businesses large and small navigate the complexities of this new legislation. In addition to assisting with the development and execution of individual organizational AODA implementation plans, Melissa has facilitated AODA webinars and authored a number of articles on the topic of accessibility for persons with disabilities. Melissa is also a seasoned Cross-Cultural Consultant, Trainer and Coach.

**Ed Lee, Director of Social Media, Radar DDB**

As director of social media, Ed explores the exciting social media landscape with clients, guiding them through the use of new technologies, providing innovative ways to engage stakeholders online and spreading social creativity. A leading blogger in the Canadian PR, social media and marketing space, Ed is

fascinated with all new and online media channels and their application to communications and marketing. In 2009, Ed was recognized by Marketing Magazine as one of the "One's to Watch," a list which encourages and celebrates the accomplishments of talented young professionals, ages 30 and under, working in marketing, advertising or media. A frequent speaker and commentator on the online marketing industry, he regularly writes articles for trade and business media and appears on BNN as an expert in social media.

Professional Development Program

Speakers



Liz Pridham
Software Support Representative

Prior to joining the OCA team in 2004, Liz spent over 25 years in a variety of chiropractic and multi-disciplinary offices. She provides PMP support and training and is involved in program testing. Her love of chiropractic, her passion for people and her experience give Liz the ability

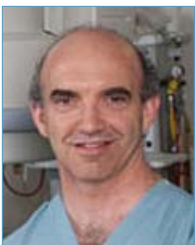
to offer assistance with many of the unique situations in your clinic.



Viivi Riis, BScPT, MSc
Senior Health Analyst, HCAI

Viivi is a physical therapist who practiced for over 20 years in the field of post-traumatic injury and pain rehabilitation. She holds an appointment as lecturer in the Department of Physical Therapy in the Faculty of Medicine at U of T and has completed a Master's

degree in Rehabilitation Science, with a thesis that spoke to the need for standard data practices in the private health sector. She is recognized in Ontario and Nova Scotia as an expert in physical therapy and rehabilitation matters and recently testified at a constitutional challenge in the Nova Scotia Supreme Court. Viivi is a consultant to Insurance Bureau of Canada, the national trade association for the property and casualty insurance industry, with a focus on injury claims and health issues.



Dr. Dominic Rosso
Director of Neurointerventional and MRI
Imaging, Trillium Health Centre

Dr. Rosso graduated with his medical doctorate from the University of Ottawa in 1990. A silver medalist winner, he held the second highest overall academic and clinical standing throughout medical school. Following an

internship at Ottawa Civic Hospital and a residency in Diagnostic Radiology, he completed two fellowships – one in Interventional and Diagnostic Neuroradiology at London Health Sciences Centre, Ontario and one in Body Magnetic Resonance (MR), Computer Tomography (CT) and Ultrasound Imaging at St. Joseph's Hospital, also in London.

Dr. Rosso has attended international symposiums and congresses and has been published in Canadian and American neuroscience journals. Dr. Rosso is currently the Director of Neurointerventional and MRI Imaging at Trillium Health Centre.



Dr. Rosty Serebryany

Dr. Serebryany graduated from CMCC in 2005 and currently practices at Athletic Edge Sports Medicine, a fully-integrated multidisciplinary clinic in downtown Toronto. He provides acupuncture, Active Release Technique, Graston Technique and Kinesiotape to a patient population that includes amateur athletes,

sports enthusiasts, business executives and medical professionals.



Dr. Frazer Smith

Dr. Smith has a B.Sc. from Queen's University and graduated summa cum laude from CMCC in 1997. Dr. Frazer practices in Smiths Falls where he maintains a multi-disciplinary practice with a focus on family based chiropractic care. He previously served for six years on the CCO board where he chaired

numerous committees and helped develop and deliver CCO's record keeping workshops. He has also served as a peer assessor for eight years. Dr. Frazer has spoken at conferences both provincially and nationally.



Dr. Murray Townsend

Dr. Murray Townsend graduated from CMCC in 1996. Since 1999, he has practiced alongside his wife, Dr. Michelle Gross (a 1999 CMCC grad). Dr. Townsend has participated in collaborative practice studies that evaluate the relationships between physicians and chiropractors in primary care settings. In the

spring of 2011, Dr. Townsend completed the Certificate Course for Health Professionals, Educators and Leaders entitled "EHPIC 2011: Advancing the Future of Health Care Through Interprofessional Learning" by the Centre for Interprofessional Education at the University of Toronto.

Professional Development Program

Accommodations & directions

**InterContinental Toronto Centre**

brings together ideal location, plush accommodations, state-of-the-art technology, meeting facilities and the very best in customer service.

The stunning hotel is a luxury landmark in Toronto, a masterpiece of modernism designed to fulfill every need of the global traveller. Located in the heart of downtown Toronto at Front Street, steps from Toronto's famed Entertainment District, offering the best in theatre, sports, dining, attractions and nightlife. The Financial District is the home of the world's leading multinational companies. The InterContinental Toronto Centre places you steps from both.

The hotel is also connected to the Metro Toronto Convention Centre, and just moments away from the CN Tower, Rogers Centre (formerly SkyDome) Air Canada Centre and Historic Union Station.

A note about room blocks:

Negotiating with a hotel for a conference site involves a contractual commitment on our behalf that includes guarantees for space rental, guest rooms and food and beverage minimums.

With the advent of Internet booking, you may be able to obtain a better room rate than the one we have negotiated, although that often comes with a requirement to pay now with a "no cancellation" clause and other significant penalties.

If you book a room at the InterContinental without referencing our block, please advise OCA when registering for the conference so we can include your room in our block reconciliation.

**Reservations:**

A block of rooms has been reserved for event delegates at the InterContinental Toronto Centre, at a special rate of **\$219** per night. The conference rate applies until **Sept. 10**. Reserve your room today by calling **1-800-422-7969** and reference the **Ontario Chiropractic Association/Group code OCA**.

Local Restaurants & Lounges

Onsite:**Azure Restaurant**

Atmosphere: Casual
Cuisine: Canadian

Azure Restaurant is open daily from 6:30 a.m. to 10 p.m. for breakfast, lunch and dinner.
Room Service is also available 24 hours daily.

Restaurants in the local area:**Canyon Creek 416-596-2240**

156 Front St. W. — Steakhouse; moderate; cozy; booth seating; warm atmosphere; attentive; chain restaurant.

Baton Rouge 416-593-6620

227 Front St. W. — Known for their famous ribs; cozy; booth seating; warm atmosphere; attentive; chain restaurant.

Kit Kat 416-977-4461

297 King St. W. — Moderate; very popular; homestyle southern Italian; steaks, pasta and seafood; fun; unique atmosphere; "street-style charm"; warm & attentive service; pre or post theatre.

Elephant & Castle 416-598-4455

212 King St. W. — British pub style; bar and restaurant. Features pool tables.

Directions & Transportation

InterContinental Toronto Centre

225 Front St. W., Toronto ON M5V 2X3

Nearest Major Intersection

Front Street West and Simcoe Street — One Block West of University Avenue

From Niagara Falls, Eastbound to Toronto

- Take the Q.E.W east to the Gardiner Expressway.
- From the Gardiner Expressway, exit at Spadina Avenue.
- Go north on Spadina Avenue to Front Street.
- Go east (right) on Front Street to Simcoe Street (turn right for Intercontinental valet parking or self park in the Metro Toronto Convention Centre).

From Lester B. Pearson International Airport (YYZ) —27 km (16 miles) northwest of downtown Toronto. Southbound to Toronto

- Take Highway 427 south to Q.E.W East.
- The Q.E.W. becomes the Gardiner Expressway.
- Exit at Spadina Avenue.
- Go north on Spadina Avenue to Front Street.
- Go east (right) on Front Street to Simcoe Street (turn right for Intercontinental valet parking or self park in the Metro Toronto Convention Centre).

From the West (Detroit, London)

- Take Highway 401 east to Highway 427.
- Take Highway 427 south to Q.E.W.
- Take Q.E.W. (becomes the Gardiner Expressway) east.
- Exit at Spadina Avenue.
- Go north on Spadina Avenue to Front Street.
- Go east (right) on Front Street to Simcoe Street (turn right for InterContinental valet parking or self park in the Metro Toronto Convention Centre).

From the North (Barrie)

- Take Highway 400 south to Highway 401.
- Take Highway 401 west to Highway 427.
- Take Highway 427 south to Q.E.W East.
- The Q.E.W. becomes the Gardiner Expressway.
- Exit at Spadina.
- Go north on Spadina Avenue to Front Street.
- Go east (right) on Front Street to Simcoe Street (turn right for Intercontinental valet parking or self park in the Metro Toronto Convention Centre).

From the East (Oshawa, Montreal)

- Take Highway 401 west to the Don Valley Parkway South.
- From the Don Valley, take the Gardiner Expressway west.
- Exit at Spadina.
- Go north on Spadina Avenue to Front Street.
- Go east (right) on Front Street to Simcoe Street (turn right for Intercontinental valet parking or self park in the Metro Toronto Convention Centre).

Subway Access

Intercontinental is located just one block west of Union Station, Toronto's main train and subway hub. From Union Station, walk one block west along Front Street to Simcoe Street. Out-of-town destinations can be reached either by VIA Rail or the Go Train/Bus, also located in Union Station.

Airport Information

Airport Shuttle Service-Airport Express

Airport Express picks up guests on the arrivals level of all terminals. All buses are accessible to wheelchairs and have front kneeling doors for easier access. The airport shuttle provides transportation from downtown hotels to the airport at 20-minute intervals during peak periods, and every 30 minutes during off-peak periods, seven days a week, 24 hours a day.

For more information call, 1-800-387-6787 or visit www.torontoairportexpress.com.

Hotel Limousine

The hotel's limousine service will provide transportation to and from the airport. The approximate travelling time is 45 minutes during peak periods.

For more information, please call Graystone Limousines at 416-410-7305.

Taxis

Taxis depart from the arrivals level.

Parking

InterContinental Toronto Centre offers both valet parking and self-park options. Valet park your car for \$40 overnight or up to 24 hours. Valet parking service includes in-and-out privileges and can be posted to your room folio; or choose to self-park in the adjoining lot at the Metro Toronto Convention Centre for \$25 per day (maximum). There are no in-and-out privileges and charges cannot be posted to your room. Pay upon exiting garage. Prices are subject to change without notice.



Professional Development Program

How to register

General Information

Registration

Your professional development event registration fee includes admission to all sessions in your selected track, program materials, closing reception, lunch and refreshment breaks, and unlimited access to the tradeshow.

Upon arrival, all registered delegates will receive their conference badge, which grants them access to sessions, meals and tradeshow. Admittance may be denied without an event badge.

Refreshment Breaks/Luncheon

Morning and afternoon refreshment breaks are available throughout the tradeshow area and are included in your registration fee. Lunch is also included at either the CHA luncheon or the OCA Annual General Meeting and members' luncheon.

Audio/video

Audio or video taping of any event session is **NOT** permitted.

Dress

Business casual is acceptable at all program sessions.

Tradeshow

The tradeshow is located throughout the lower level. This is an ideal opportunity to meet many of the industry's leading vendors, some of whom will be offering draw prizes; make sure to visit each exhibitor for your chance to win.

Saturday: 8:30 a.m. – 6 p.m.

Program Evaluation

Please complete your confidential evaluation form and drop it off after the final session at the registration/service desk for a chance to win a prize.

Program is subject to change without notice.

How to register

Please complete and return registration form with credit card info or cheque payable to the Ontario Chiropractic Association.

Mail to:**Ontario Chiropractic Association**

200 - 20 Victoria St.
Toronto, ON M5C 2N8

Fax to:

416-860-0857

Contact:

Nathalie Plourde, OCA

Fax: 416-860-0857

Tel: 416-860-0070 or toll-free at 1-877-327-2273

Email: nplourde@chiropractic.on.ca



Professional Development Program

Registration form

Pricing - Please select the applicable registration options below

CATEGORY	Early (before Sept. 20, 2011)	Regular (after Sept. 20, 2011)	On-Site (Oct. 1, 2011)	Category Total (QTY x Price)
Member Full Program (DC)	\$199	\$229	\$249	
Member Full Program (CHA)	\$199	\$229	\$249	
Non-Member Full Program (DC)	\$299	\$329	\$349	
Non-Member Full Program (CHA)	\$299	\$329	\$349	
Student or New Graduate (2010-2011)	\$179	\$209	\$229	
Group Rate (1 DC and 2 CHAs)	\$549	\$639	\$709	
Subtotal:				
Add 13% HST:				
Total:				

Photocopy additional forms, if necessary for additional registrations.

Select program sessions

Saturday, Oct. 1, 2011

	Track 1	Track 2	Track 3
9 – 10:30 a.m.	<input type="checkbox"/> T1 – 1	<input type="checkbox"/> T2 – 1	<input type="checkbox"/> T3 – 1
11 a.m. – 12:30 p.m.	<input type="checkbox"/> T1 – 2	<input type="checkbox"/> T2 – 2	<input type="checkbox"/> T3 – 2
12:30 p.m. – OCA AGM & Members' Luncheon	<input type="checkbox"/>		
12:30 p.m. – CHA Luncheon		<input type="checkbox"/>	
2 – 3:30 p.m.	<input type="checkbox"/> T1 – 3	<input type="checkbox"/> T2 – 3	<input type="checkbox"/> T3 – 3
4 – 5:30 p.m.	<input type="checkbox"/> T1 – 4	<input type="checkbox"/> T2 – 4	
5:30 p.m. – Closing Reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Refund/Cancellation Policy:

A full refund less \$50 administration fee will be provided for cancellations received in writing by Sept. 15, 2011. No refunds after Sept. 15, 2011.

☐ I have read and understand the Program refund/cancellation policy.

Registration information (Name as to appear on badge)

Name (Delegate): _____

Name (CHA / Assistant): _____

Clinic Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Dietary Requirements: _____

Special Requests and/or Accessibility Requirements: _____

Method of payment: ☐ MasterCard ☐ VISA ☐ Cheque

Card # _____ Expiry Date: _____

Card holder name: _____

Signature: _____

Please fax form to
416-860-0857

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CHIROPRACTOR
www.canadianchiropractor.ca

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